



March 2020

UDA

DOWNTOWN RIVERHEAD PATTERN BOOK SURVEY #1

Riverhead, New York

WHAT IS A PATTERN BOOK?

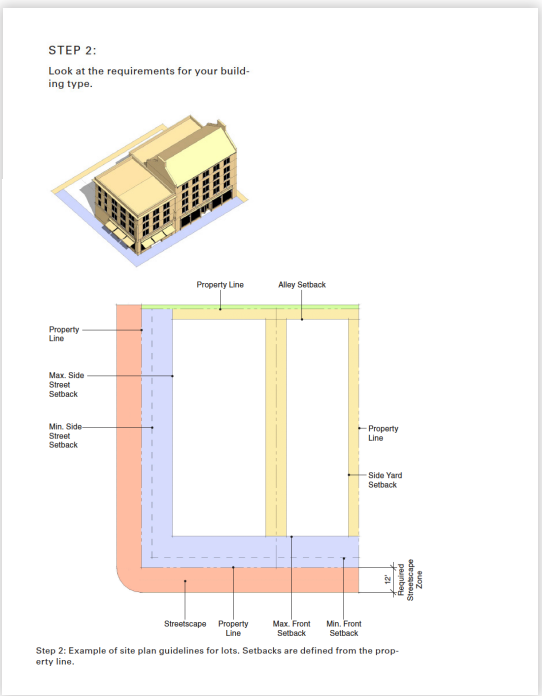
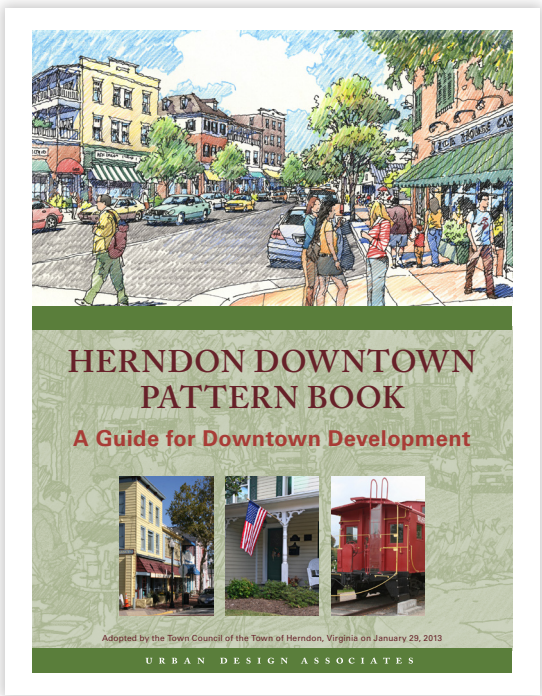
The Downtown Riverhead Pattern Book will guide the development of future community character for the Main Street area.

Key Principles:

- Community-driven
- Based on resident involvement
- Locally controlled



WHAT ARE THE ELEMENTS OF A PATTERN BOOK?



- **Guidelines for Public Areas:** streets, parks, squares, passages/alleys, safety, etc.
- **Guidelines for Private Development:** building scale, massing, height, setback, materials, use, and possibly architectural style
- **Policy Issues:** parking, flooding, land use, etc.

ALLOWABLE BUILDING TYPOLOGIES BY FRONTAGE

	DETACHED SINGLE FAMILY HOUSE	COMMERCIAL OR RESIDENTIAL TOWNHOUSE	APARTMENT BUILDING	MIXED-USE BUILDING	PARKING GARAGE
FRONTAGE					
Residential 1	■				
Residential 2	■	■	■		
Residential 3		■	■		■
Mixed-Use				■	■

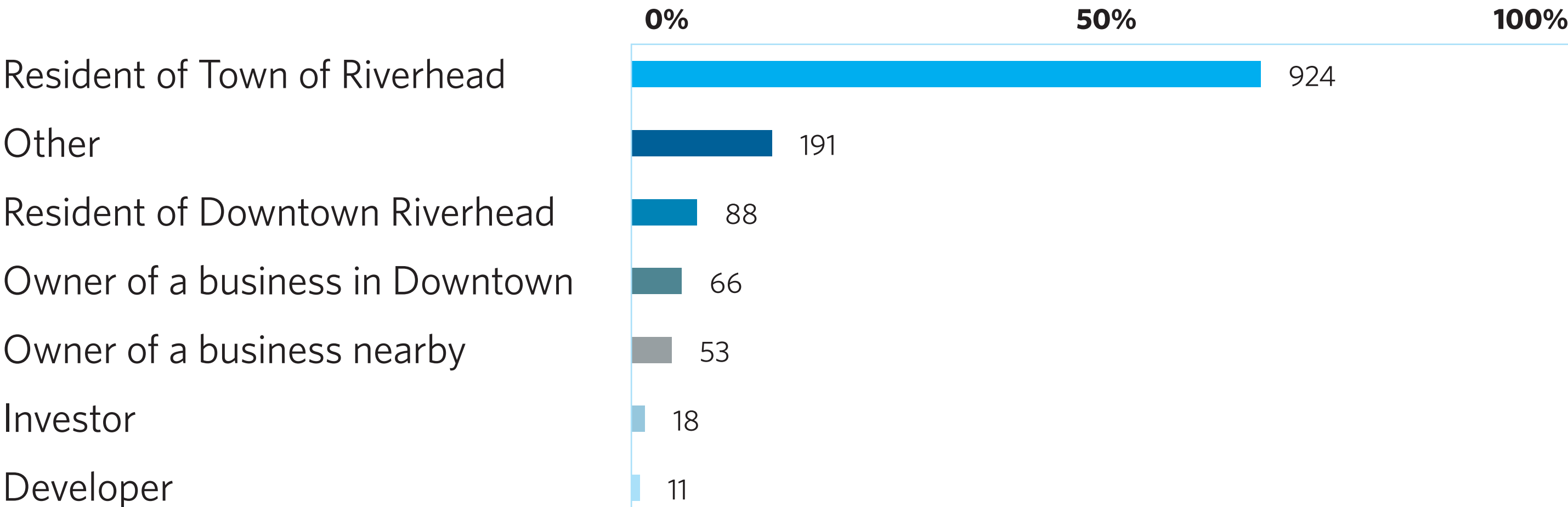
SURVEY RESPONSE & BACKGROUND

SURVEY RESPONSE

- Survey Open January 30th - February 14th, 2020
- 1,249 Total Respondents
- 81% Completion Rate
- Average Time Spent per Respondent: 10 minutes
- 75% of Respondents identified themselves as Residents of the Town of Riverhead

1. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR RELATIONSHIP TO DOWNTOWN RIVERHEAD?

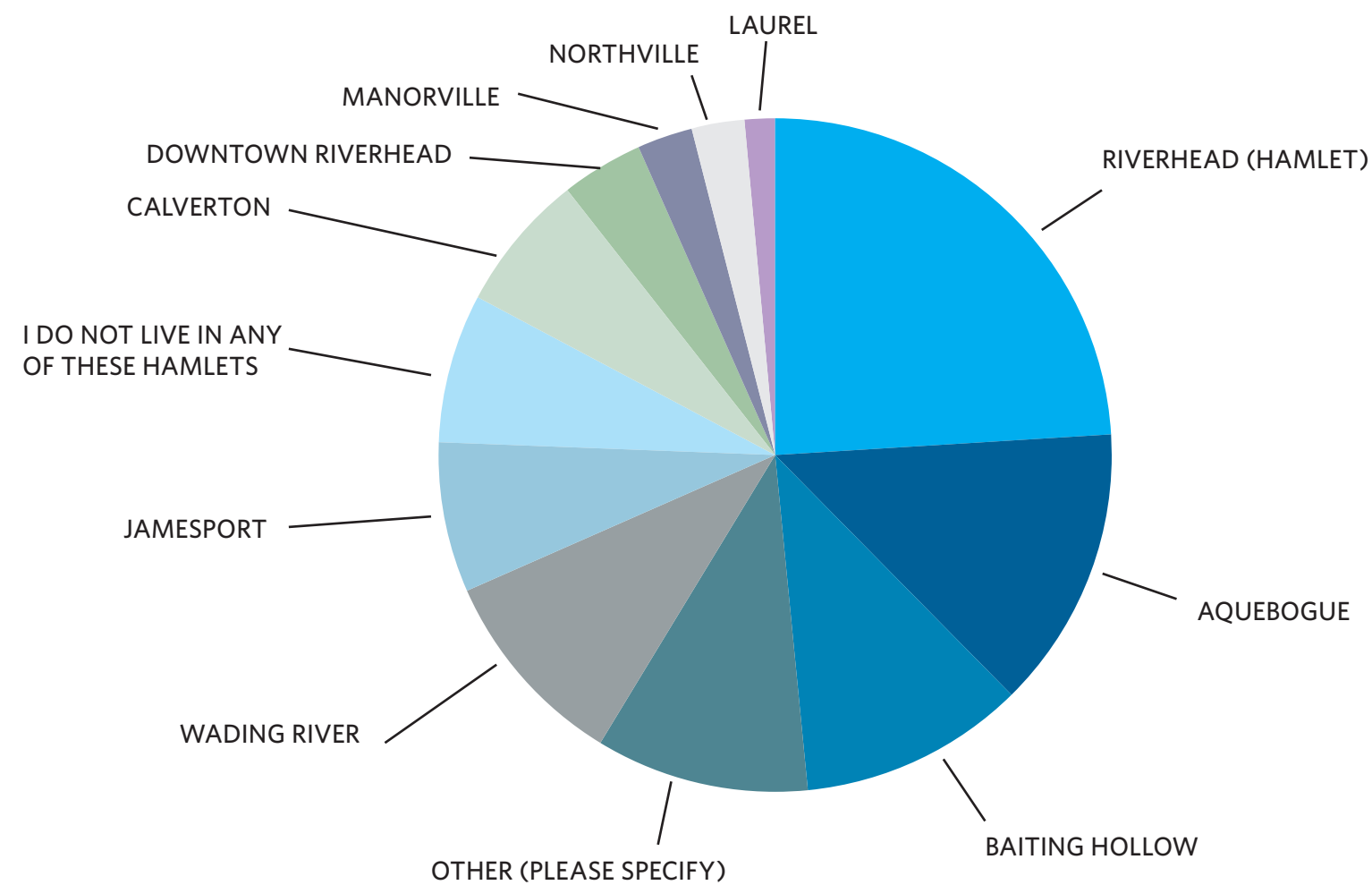
Answered: 1,234 Skipped: 15



***Specified Responses Included: "Routinely shop/travel in Riverhead," "Go for shopping and restaurants," "Consumer, church member, patient of two physicians," "Grew up in Riverhead, often revisits," "Member of East End Arts Council," "Was born and raised in Riverhead," "Concerned neighbor," "Live outside of town but close and go frequently," "I walk there all the time with my kids," etc.

2. IF YOU LIVE OUTSIDE OF DOWNTOWN, WHICH HAMLET DO YOU LIVE IN?

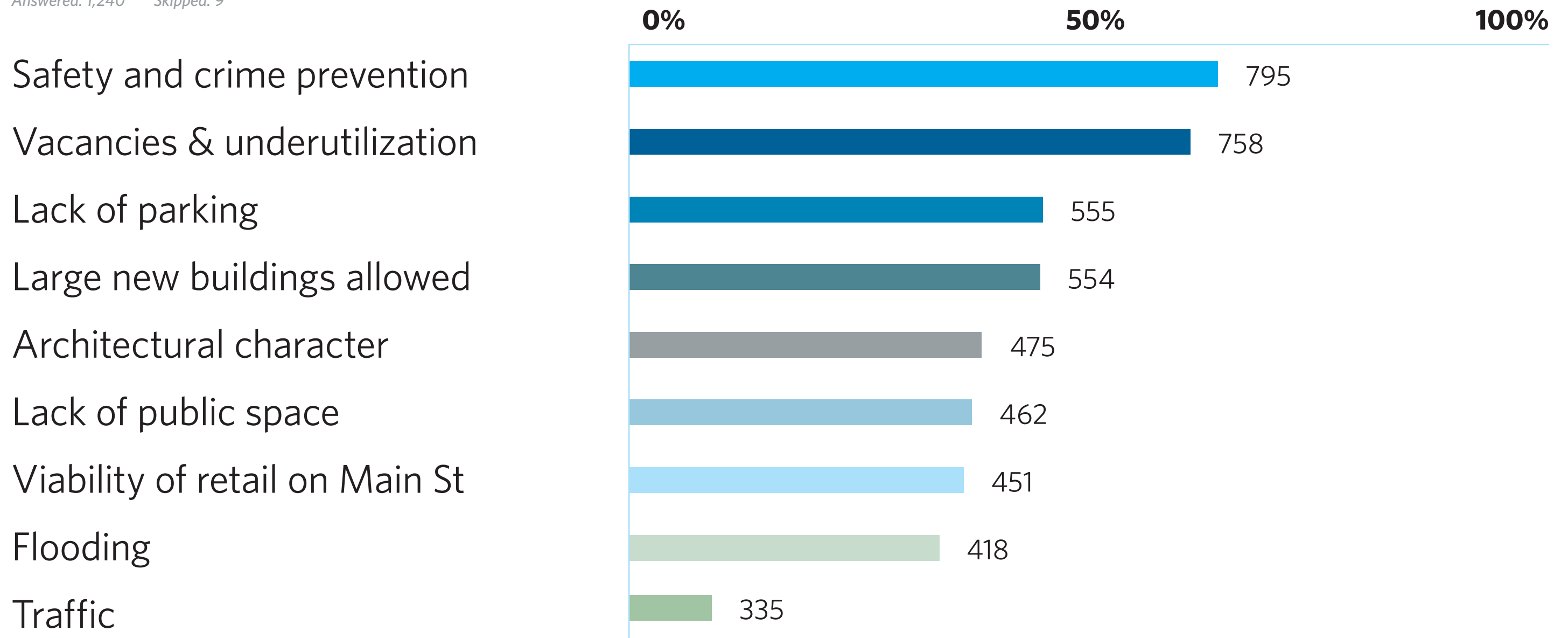
Answered: 1,208 Skipped: 41



***Specified Responses Included: "Flanders," "Riverside," "Northampton," "Hampton Bays," "Eastport," "Southampton," "Brookhaven," "East Moriches"

3. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR PRIMARY CONCERN(S) FOR THE FUTURE OF DOWNTOWN RIVERHEAD? CHECK ALL THAT APPLY.

Answered: 1,240 Skipped: 9

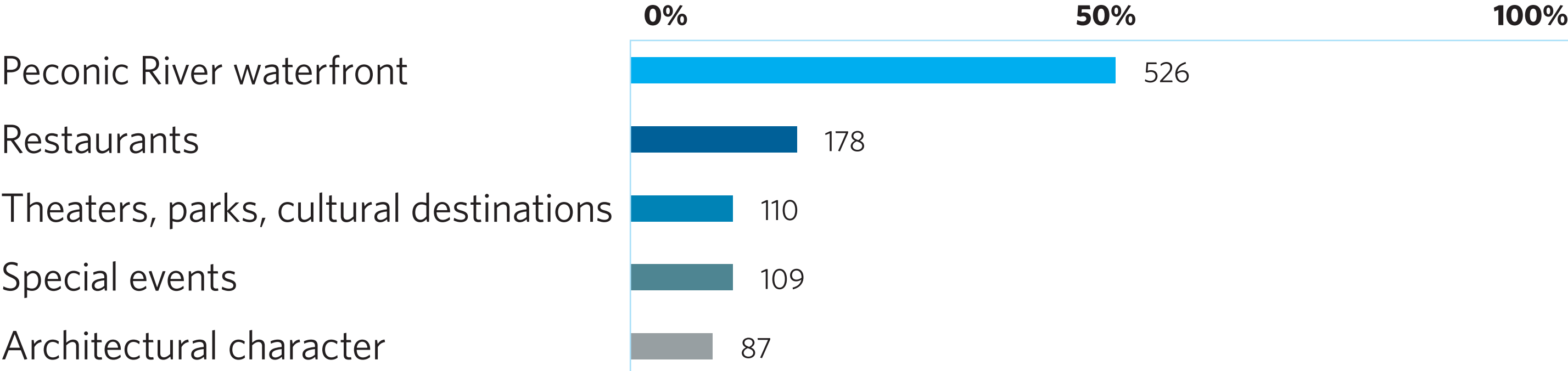


***Specified Responses Included: "Affordable restaurants and stores," "No more apartments or housing," "Blocking view of riverfront," "Need centers for youth," "Lack of quality public space," "Absence of a village green behind Main Street," "Loss of community feeling," "Lack of visual access to the river"

QUESTIONS ON S.W.O.T

4. WHAT ARE DOWNTOWN RIVERHEAD'S BIGGEST STRENGTHS?

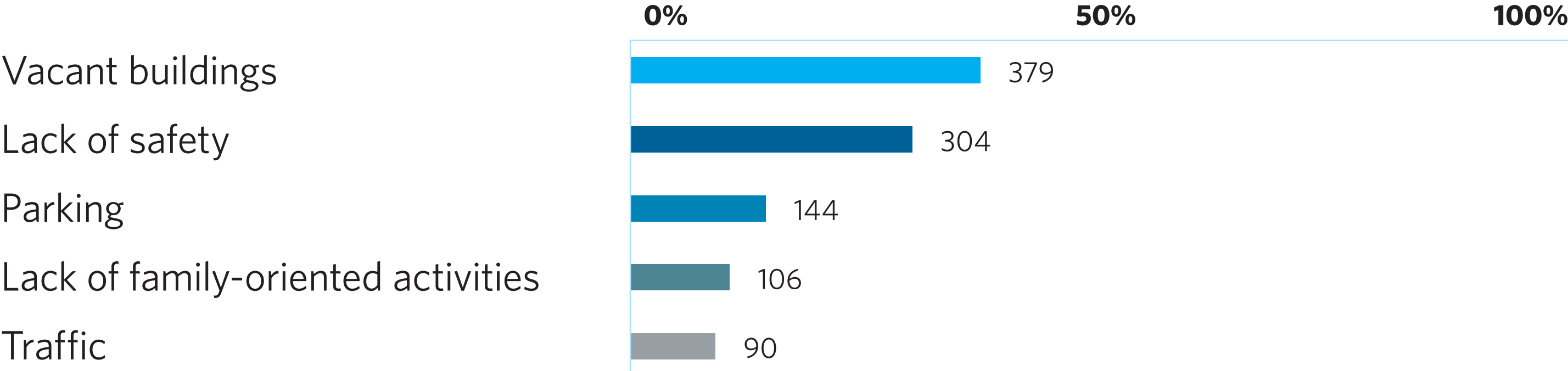
Answered: 1,065 Skipped: 184



***Bar graph shows the percentage of respondents who voted that option as the biggest strength. These options were the top five responses discussed in the first Public Forum, hosted on November 14th, 2019.

5. WHAT ARE DOWNTOWN RIVERHEAD'S GREATEST WEAKNESSES?

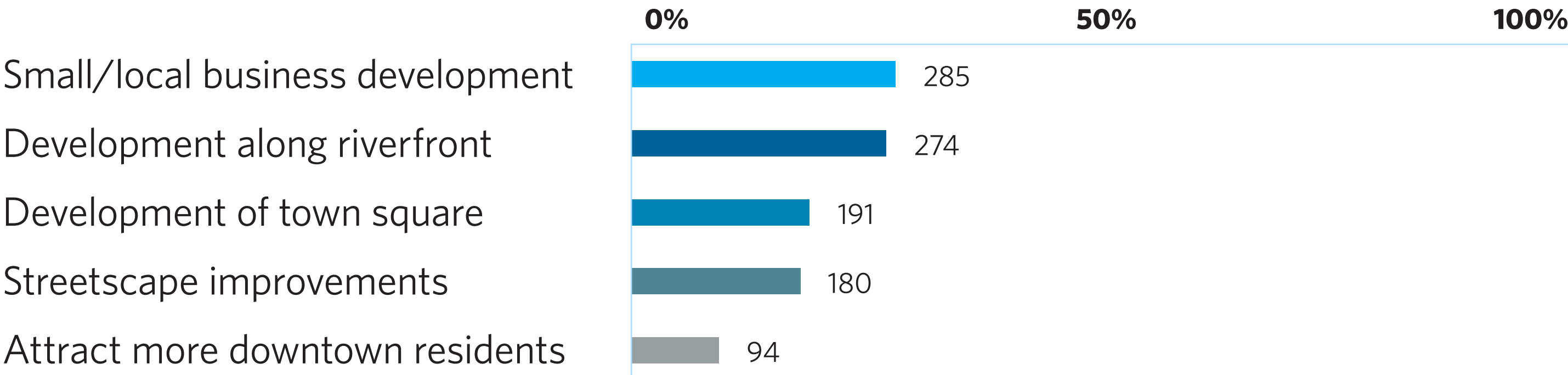
Answered: 1,062 Skipped: 187



***Bar graph shows the percentage of respondents who voted that option as the greatest weakness. These options were the top five responses discussed in the first Public Forum, hosted on November 14th, 2019.

6. WHAT ARE DOWNTOWN RIVERHEAD'S GREATEST OPPORTUNITIES?

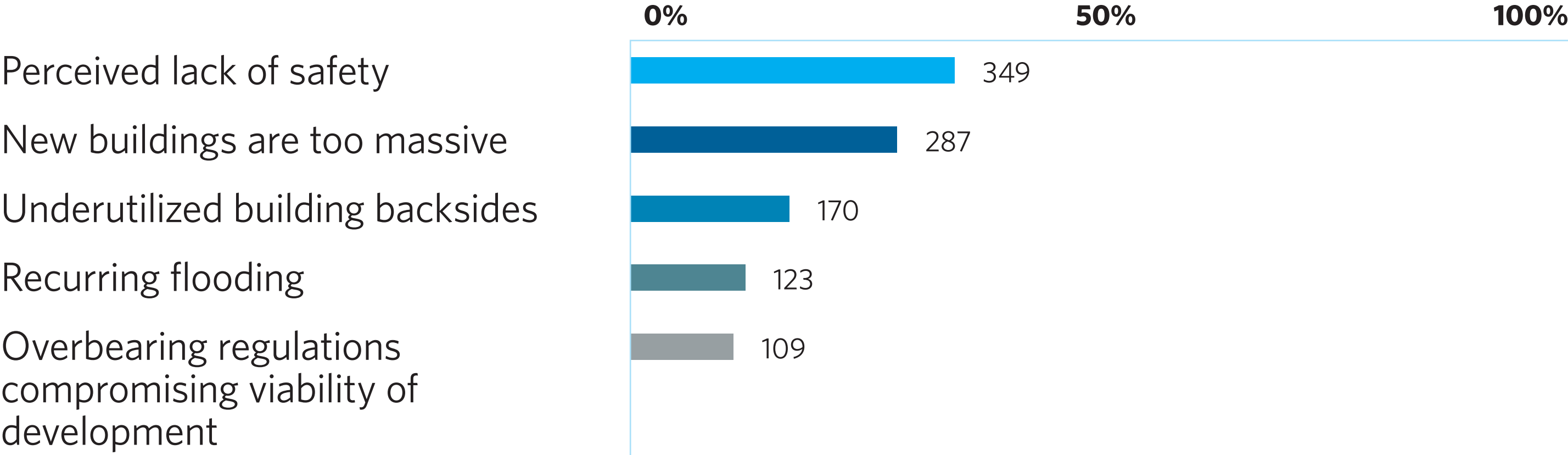
Answered: 1,057 Skipped: 192



***Bar graph shows the percentage of respondents who voted that option as the greatest opportunity. These options were the top five responses discussed in the first Public Forum, hosted on November 14th, 2019.

7. WHAT ARE DOWNTOWN RIVERHEAD'S BIGGEST THREATS?

Answered: 1,058 Skipped: 191



***Bar graph shows the percentage of respondents who voted that option as the biggest weakness. These options were the top five responses discussed in the first Public Forum, hosted on November 14th, 2019.

8. ARE THERE ANY STRENGTHS, WEAKNESSES, OPPORTUNITIES, OR THREATS WE MISSED?

Answered: 439 Skipped: 810

STRENGTHS

- Dedicated owners and operators of businesses
- Beautiful town that has so much potential
- Rural small town persona
- Arts and cultural groups that can work together
- Suffolk Theater
- Arts & music, festivals
- Gateway to North Fork
- Historical buildings
- Natural beauty of Peconic River and wetlands

WEAKNESSES

- Crime, don't feel safe
- Lack of code enforcement
- Building large structures blocking the character of downtown
- Lack of parking
- Lack of shops does not attract visitors
- Underutilized waterfront
- Empty buildings
- Dark alleys

OPPORTUNITIES

- Movie theater, stores, parks, something for kids
- More music and arts
- Space is available for restaurants and businesses
- Improve the green space and make Riverhead a safer place to walk
- Restaurants, nighttime entertainment
- Grant to create public space on the riverfront
- Focus on small businesses

THREATS

- Negative perception throughout the region
- Big chain stores
- Crime
- Recurring floods
- Slow permit process
- Lack of police presence
- Vacant buildings

QUESTIONS ON BUILDING & LAND USE

9. DOES DOWNTOWN RIVERHEAD NEED MORE PUBLIC OPEN SPACES? IF SO, WHAT TYPE DO YOU PREFER?

Answered: 1,024 Skipped: 225

WATERFRONT
PARK



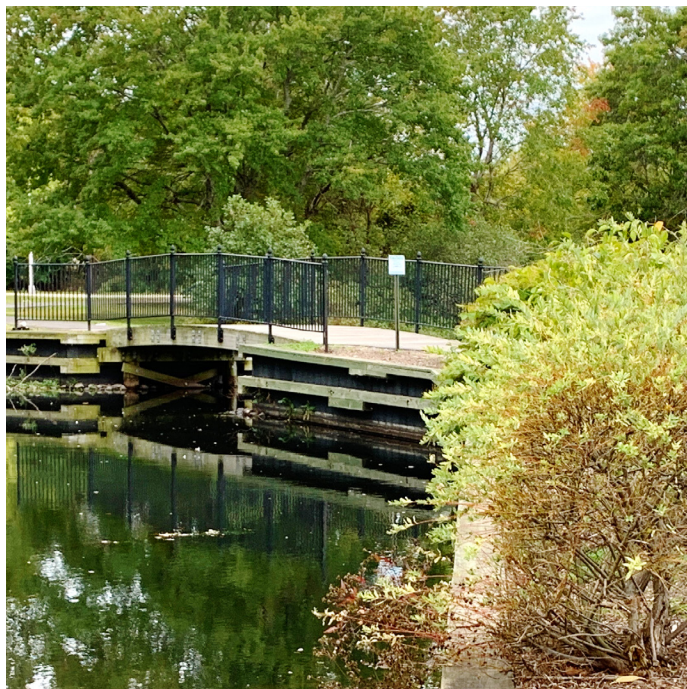
63% (644)

TOWN SQUARE



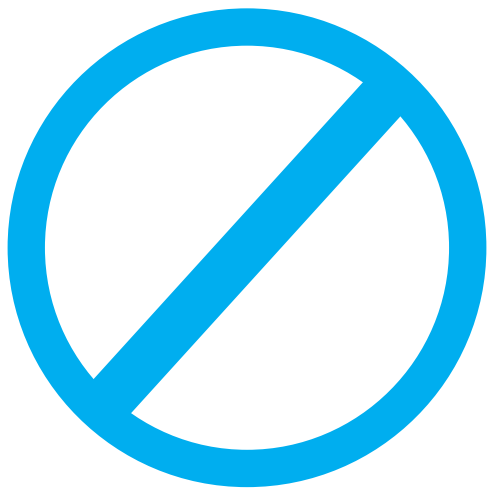
51% (525)

TRAILS



29% (298)

NO MORE PUBLIC
OPEN SPACE



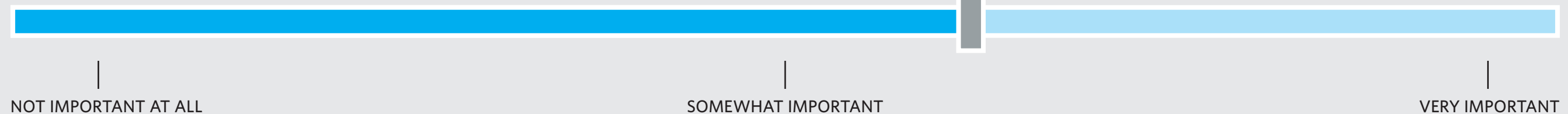
17% (178)

***Specified Responses Included: "Benches on the sidewalks," "Need to clean up the existing park and make it safer," "Recreation/pickleball courts," "Need to feel more safe doing anything after dark," "Green area with opportunities for safe and fun congregation of children and families," "Playground and baseball field," "More public access to the waterfront," "Extend the riverfront boardwalk/parkland westward as much as possible," "Concert seating for summer live music," "Space for public art," "Bike friendly," "Kayak launch areas," etc.

10. HOW IMPORTANT DO YOU THINK IT IS TO BUILD A TOWN SQUARE ALONG MAIN STREET?

Answered: 865

Skipped: 384



The average percentage of respondents' ranking was 62%

11. WHAT TYPES OF USES ARE MISSING FROM DOWNTOWN RIVERHEAD? CHECK ALL THAT APPLY.

Answered: 1,032 Skipped: 217

RETAIL



58% (602)

ENTERTAINMENT



52% (541)

PARKING



49% (509)

PARKS & OPEN SPACE



42% (436)

FOOD & BEVERAGE



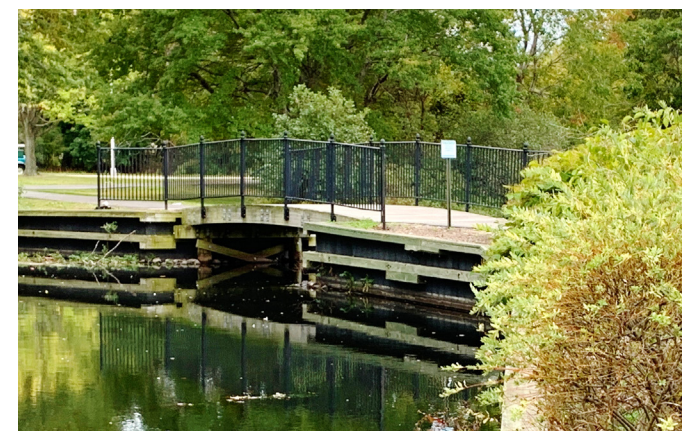
40% (408)

CULTURAL



37% (381)

TRAILS



25% (261)

OTHER

***Specified Responses Included:
"Recreation like YMCA," "Art galleries, unique shops, and antique shops," "Village Green," "Small shops," "Town Square," "Grocery stores," "No more housing," "Waterfront uses"

12. WHAT KIND OF DEVELOPMENT WOULD YOU LIKE TO SEE ALONG THE PECONIC RIVER, IF ANY?

Answered: 1,029 Skipped: 220

PARKS & OPEN SPACE TRAILS



58% (602)



52% (541)

MARINA



49% (509)

RETAIL



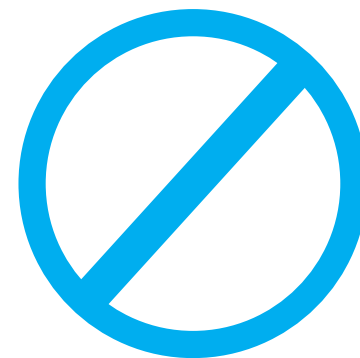
42% (436)

CULTURAL



40% (408)

NO DEVELOPMENT



37% (381)

CIVIC



25% (261)

OTHER

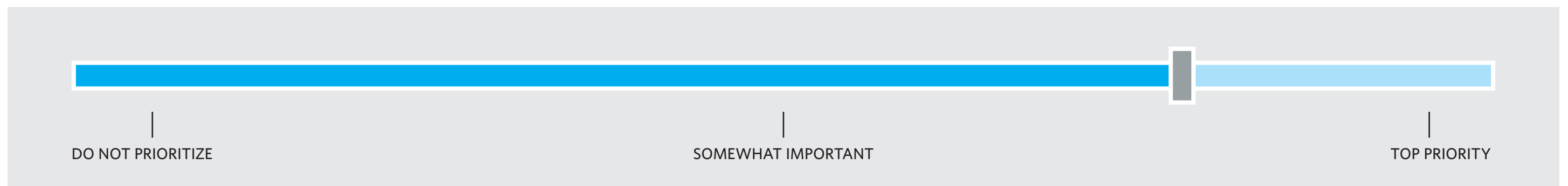
***Specified Responses Included:
"Parking," "Permanent indoor farmers market," "No parking on the river," "Keep it natural," "Recreational activities like canoeing and paddle boats," "Public space," "Community or recreational center"

QUESTIONS ON MAJOR THEMES

13. SHOULD THE CONNECTION BETWEEN MAIN STREET AND THE PECONIC RIVER BE PRIORITIZED?

Answered: 822

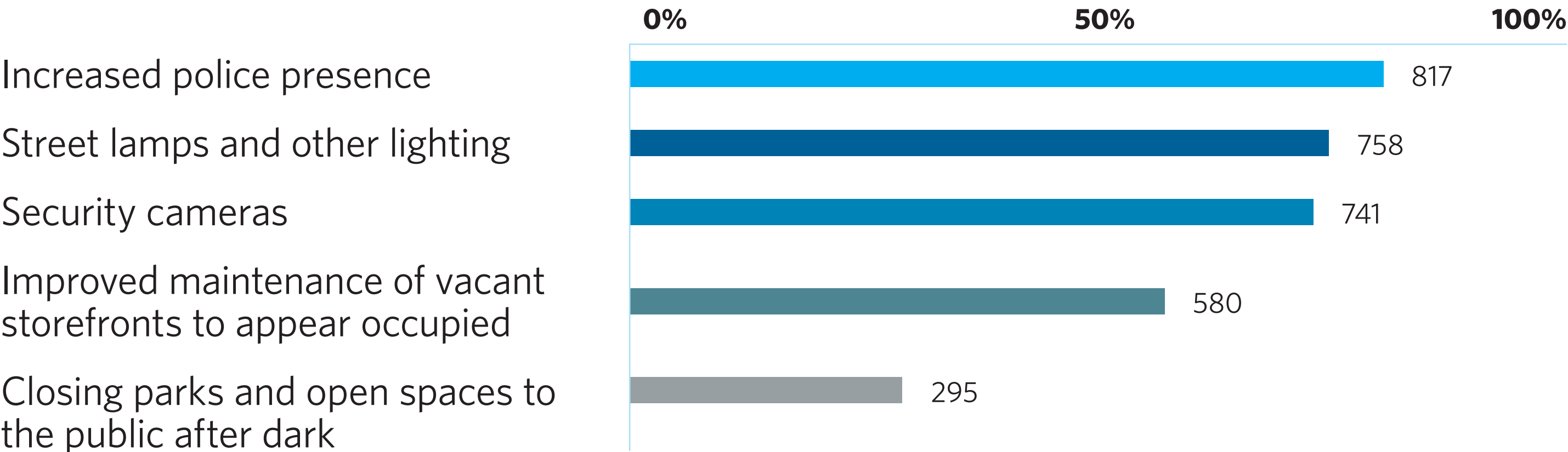
Skipped: 427



The average percentage of respondents' ranking was 78%

14. TO IMPROVE SAFETY AND SECURITY, WHICH OF THESE SOLUTIONS SHOULD BE ADOPTED?

Answered: 1,016 Skipped: 233



***Specified Responses Included: "Increased foot patrols of police officers," "Social services to address underlying issues," "Clean up the alleyways and the sidewalk areas," "Security staff in the parks, then close at 10PM," "Attract more foot traffic... there is safety in numbers," "Add a blue light system to call 911," "Do not increase police presence unless trained in de-escalation," "Improve lighting in all commercial areas," "Do not gate the alleyways," etc.

15. HOW DO YOU PERCEIVE THE SAFETY OF MAIN STREET AS A PEDESTRIAN?

Answered: 882

Skipped: 367

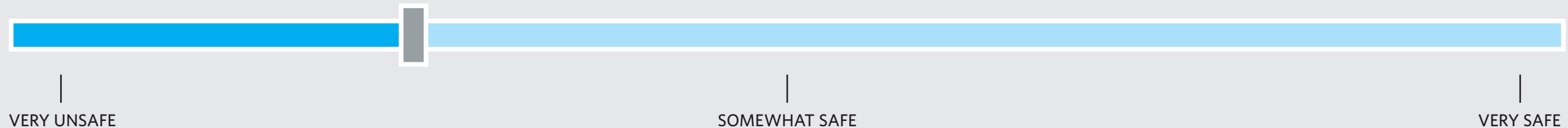


The average percentage of respondents' ranking was 36%

16. HOW DO YOU PERCEIVE THE SAFETY OF MAIN STREET ON A BICYCLE?

Answered: 794

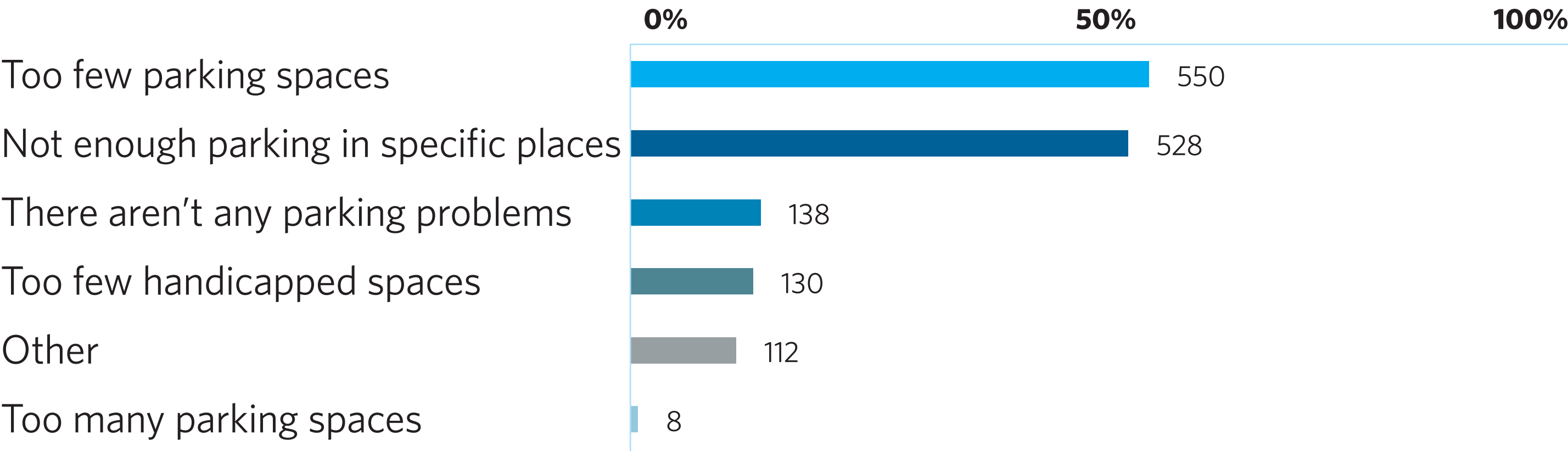
Skipped: 455



The average percentage of respondents' ranking was 26%

17. DOES DOWNTOWN RIVERHEAD HAVE ANY ISSUES RELATED TO PARKING? WHAT PROBLEMS EXIST?

Answered: 995 Skipped: 254

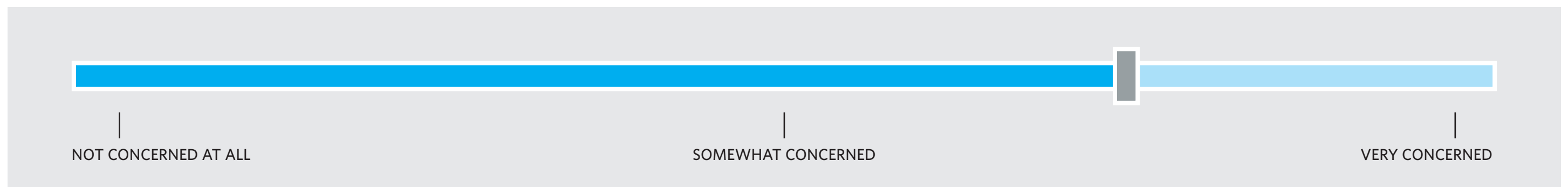


***Specified Responses Included: "Not enough parking in high-volume areas," "The parking that is available floods," "Parking seems adequate except during large events like street fairs," "Parking along the river should go," "Not an issue now, but it will be, once more apartments open," "Need to make sure future parking needs don't threaten historic buildings," "The prettiest area of Riverhead should not be used as a parking lot," "Better public transit to lessen the need for more parking," "Plenty of parking - poorly utilized," "Need a three-story parking garage in part of the lot north of Main Street," etc.

18. HOW CONCERNED ARE YOU ABOUT FLOODING IN DOWNTOWN RIVERHEAD?

Answered: 901

Skipped: 348



The average percentage of respondents' ranking was 74%

19. HOW IMPORTANT IS THE REGULATION OF ARCHITECTURAL STYLE IN DOWNTOWN RIVERHEAD?

Answered: 901

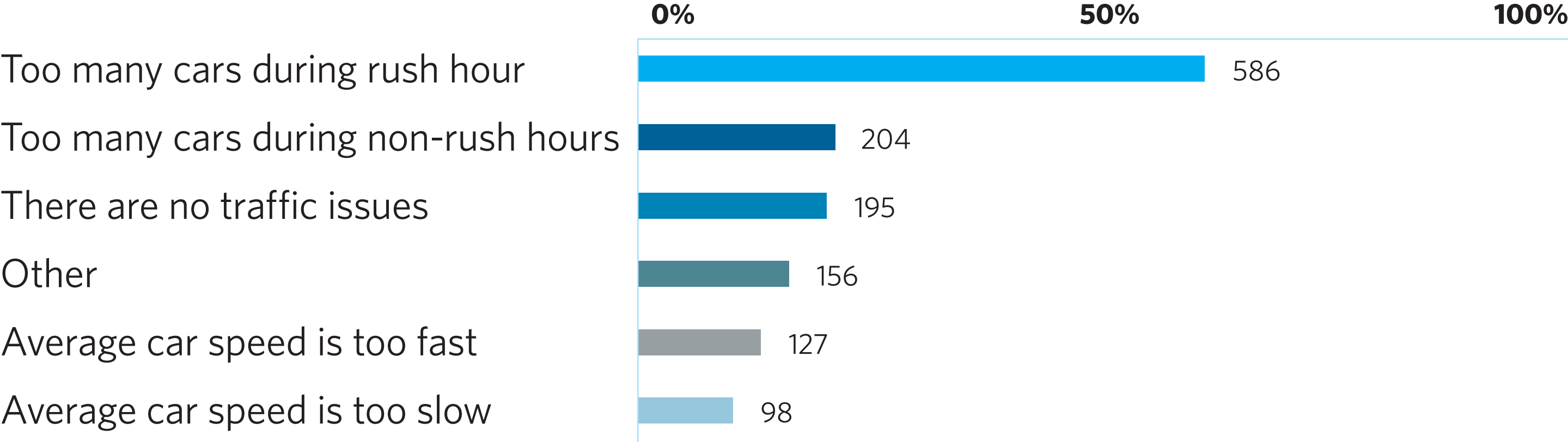
Skipped: 348



The average percentage of respondents' ranking was 75%

20. IS TRAFFIC AN ISSUE ON MAIN STREET? IF SO, WHAT SPECIFIC PROBLEMS EXIST?

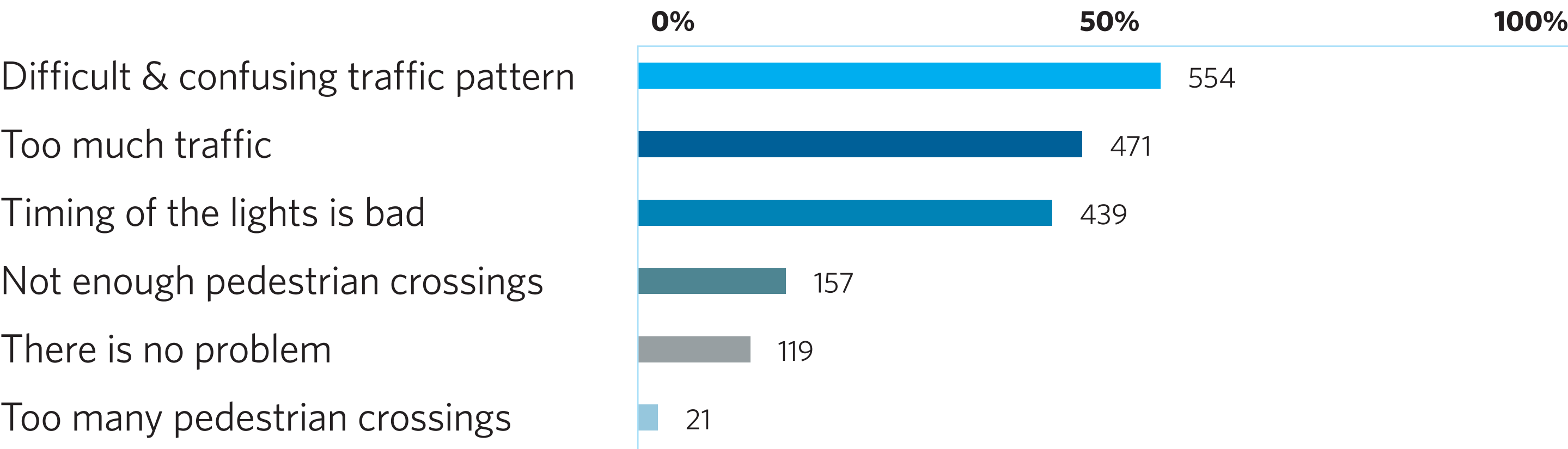
Answered: 962 Skipped: 287



***Specified Responses Included: "Traffic lights need reworking," "The Peconic Avenue and Main Street intersection is the problem," "Pedestrian safety isn't even on the radar," "When crossing guards are used to handle the rush hour at Peconic and Roanoke, traffic flows great," "It's hard to turn left going west on Main Street onto Peconic Avenue," "Fast-moving large trucks are a danger," "Main Street should not be open during community events such as Halloween," "Terrible visibility," "Traffic is seasonal, in the summer when tourists come to the aquarium, traffic clogs up," etc.

21. DOES THE INTERSECTION OF MAIN STREET, PECONIC AVENUE, AND ROANOKE AVENUE HAVE ANY ISSUES?

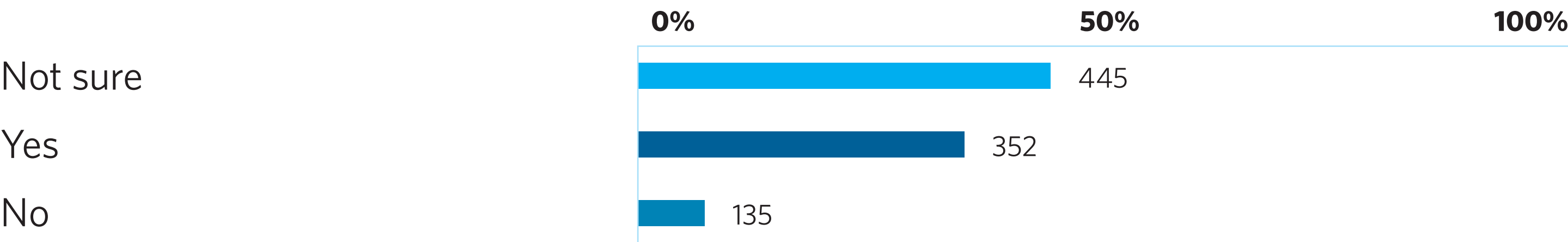
Answered: 987 Skipped: 262



***Specified Responses Included: "The roads don't meet up but I don't think you can fix that," "Police officers directing traffic during rush hours is helpful," "Lights should have traffic cameras," "It's dangerous for pedestrians to use crosswalks," "Shouldn't allow right turns onto Main Street from Peconic during red lights," "It's busy, but that is typical of any vibrant downtown," "Takes forever to get through this area," etc.

22. DOES DOWNTOWN RIVERHEAD HAVE A PROBLEM WITH OVERCROWDED HOUSING?

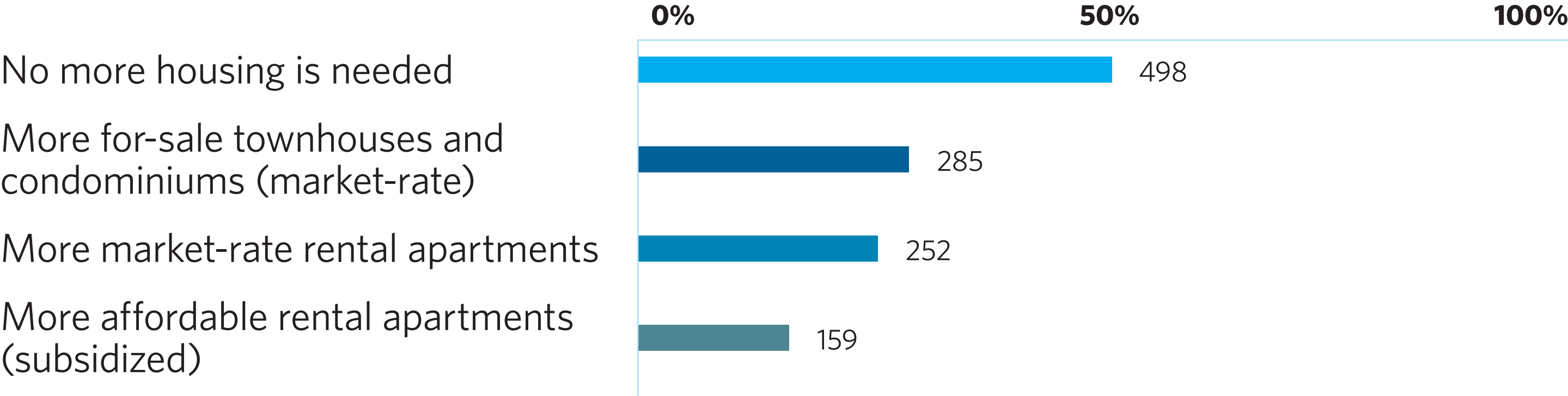
Answered: 1,004 Skipped: 245



***Specified Responses Included: “Not a problem in downtown, but definitely north of Main Street on 2nd Street and beyond,” “Lack of code enforcement and underlying racism causes a perception of overcrowded housing,” “Too many slum lords allow it,” “The overcrowding is due to landlords subdividing their property,” “Gentrification of the area should not be the solution to the overcrowding an illegal housing situations,” “Contributes to overcrowded schools,” “On side streets the issue is plain to see,” etc.

23. DOES DOWNTOWN RIVERHEAD NEED MORE HOUSING? IF SO, WHAT TYPE OF HOUSING IS NEEDED?

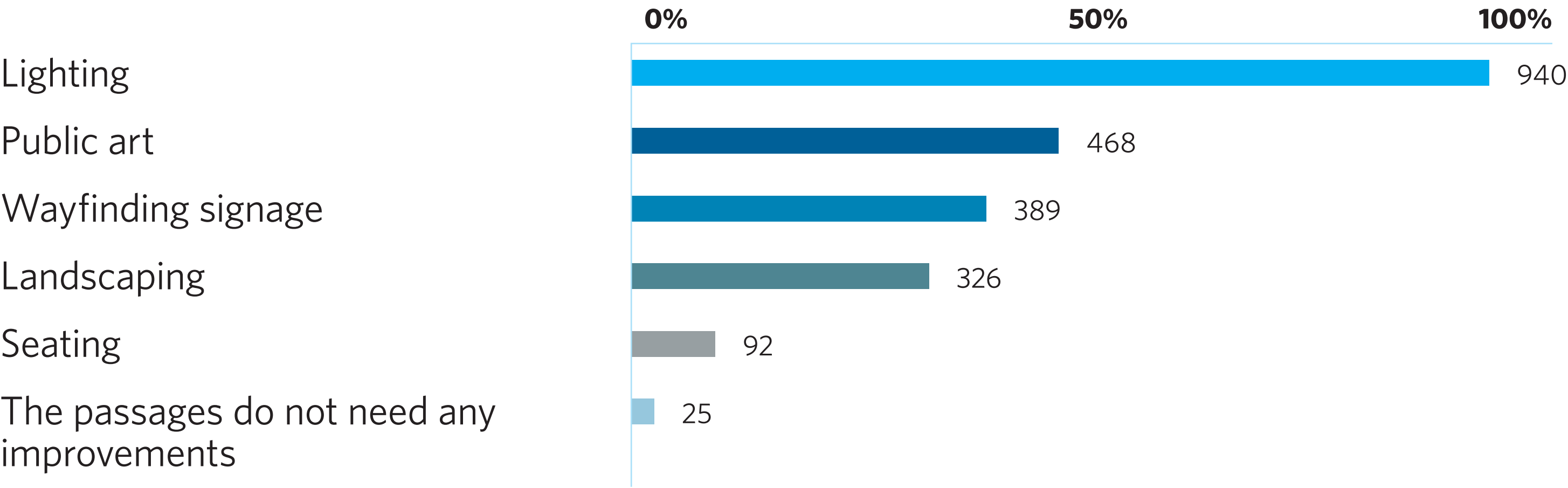
Answered: 978 Skipped: 271



***Specified Responses Included: “Perhaps it is needed, but no more tall buildings,” “Decrease subsidized housing,” “Well-landscaped condos would be great compared to awful giant monoliths,” “More affordable housing for 55,” “Housing in the DC-1 area is needed, but not on Main Street,” “If the premise is more housing equals footfall equals support for retail/food&beverage, we need market-rate,” “Senior housing,” “The 500-unit cap should be lifted,” “A sustainable mix of housing types with parking mandates is needed,” etc.

24. DO THE PASSAGES/ALLEYWAYS NEED IMPROVEMENTS? IF SO, WHAT TYPE OF IMPROVEMENTS?

Answered: 1,009 Skipped: 240



***Specified Responses Included: "Security cameras," "Monitoring the passages is important," "Should encourage shops in buildings adjacent to alleys," "Clean up areas around trees and signs," "Window displays into stores," "Adding lights on the sides would make it feel safer, especially at night. Adding artwork on the walls would be more welcoming and warming too," "Don't dump here," "Please keep them open for access," etc.

25. SHOULD RIVERHEAD HOLD MORE, LESS, OR THE SAME NUMBER OF SPECIAL EVENTS?

Answered: 780

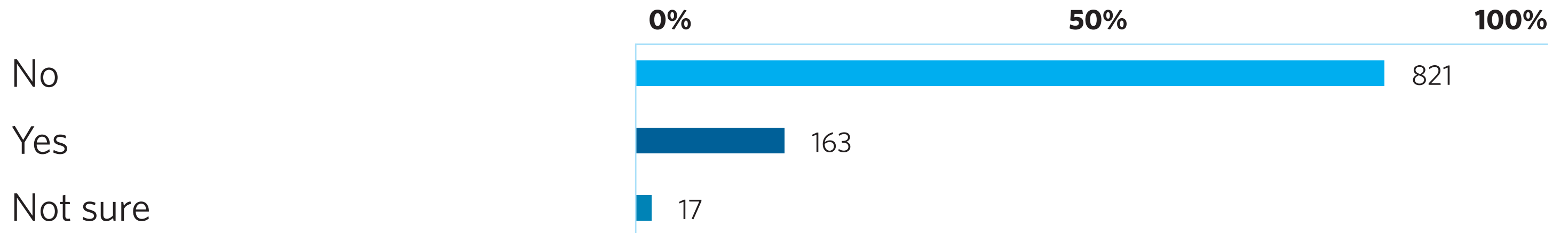
Skipped: 469



The average percentage of respondents' ranking was 78%

26. HAVE YOU ATTENDED A PUBLIC ENGAGEMENT SESSION OR STAKEHOLDER MEETING FOR THIS PROJECT?

Answered: 1,001 Skipped: 248





Creating a sense of place through collaboration, context, and community.